

## Membership Report 29 May 2017

### Membership Stats:

Names on the book: 464

Life: 121

Paid: 309

Not renewed this year: 34 (Still on the books pending final effort)

New members last 30 days: 8

Deaths reported: 1

### Recap of renewal efforts:

1. Early December: email sent to all members due to renew advising that renewal is coming up in January.
2. January 15<sup>th</sup>: email to all advising that renewal is now due.
3. March 1st: Canada Post mailing to non-renewals with forms, news items, etc. encouraging them to renew.
4. Mid –April; second mailing encouraging renewal.
5. The final effort will be a follow-up by phone. I would like to ask the Provincial/Regional chairs to undertake this

### Results:

- At the end of November 2016 there were 212 members coming up for renewal.
- Action 1 - 54 renewals
- Action 2 - 48
- Action 3 - 65
- Action 4 – 6
- Leaving 34 non-renewals as of May 28

### Member retention:

We keep telling our members that we, the BOD, are working hard on their behalf, but we have never told them what we are doing. I believe that it is essential that all members have access to the BOD minutes with all attachments as soon as possible after BOD meetings. This is relatively easy to achieve. The documents can be placed on the website in an area not accessible to the general public and an email blast sent to all members with a link to said documents. I am willing to do that with Mike's help where necessary.

I intend to move that this be done at this BOD meeting.

Gary Pollock

Director - Membership